

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S13 3	2	(log\$4 near4 (view\$3 watch\$3 play\$3 user) near3 activity) same profile same (target\$4 customiz\$5 personaliz\$5) near10 (ad promotion advertisement rebate coupon token credit incentive) and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:52
S10 1	46	(log\$4 near4 (view watcher user) near3 activity) same profile and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:50
S13 2	14	S130 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S13 0	53	(determin\$3 adj5 (user\$1! or viewer\$1! or player\$1! or subscriber\$1! watcher individual person)) near5 (activit\$3 near5 profile\$1!)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S12 9	13	S128 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:48
S56	22	(determin\$3 adj5 (user\$1! or viewer\$1! or player\$1! or subscriber\$1!)) near5 (activit\$3 near5 profile\$1!)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:47
S12 8	68	(long adj (term or period or time or interval)) near20 ((short or particular or specif\$3) adj1 (term or period or time or interval)) same (watch\$3 play\$3 view\$3) near10 (habit pattern profile preference interest behavior)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:44
S12 0	47	S119 and @ad<"20001128"	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:43

## EAST Search History

S11 4	212	(long adj (term or period or time or interval)) near20 ((short or particular or specif\$3) adj1 (term or period or time or interval)) near10 (watch\$3 or view\$3)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:42
S12 5	1	(viewership same promotion same profile same target\$4).clm.	US-PGPUB	OR	ON	2007/11/26 02:37
S12 4	12	YEN-FELIX.in. CAMERON-KIRK.in. FAGNANI-MARK.in.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:37
S12 3	33	NAVIC-SYSTEMS-INC.as.	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:34
S12 2	21	(709/203,217,219,223.ccls. or 725/32,45-46.ccls. 705/14.ccls.) and @ad<"20001128" and (view\$4 or watch\$3 play\$3) with profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:29
S11 8	18	(709/203,217,219,223.ccls. or 725/32,45-46.ccls.) and @ad<"20001128" and (view\$4 or watch\$3 play\$3) with profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:20
S12 1	9	(compar\$3 match\$3 map\$4 correlat\$3) near10 (watcher viewer user subscriber player) near3 (behavior characteristic pattern activity) near15 ((group adj profile) demographic) and @ad<"20001128"	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:12
S11 2	80	(compar\$3 match\$3 map\$4 correlat\$3) near10 (watcher viewer user subscriber player) near3 (behavior characteristic pattern activity) near15 ((group adj profile) demographic)	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 02:11
S11 9	286	(target\$4 distribut\$3) near5 (promotion rebate coupon incentive\$1) same (user viewer player watcher) near5 (profile preference interest)	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 01:39

## EAST Search History

S35	13	((("709"/("217,219,223").ccls.) or ("725"/(32,45-46).ccls.)) and @ad<"20001128" ) and (view\$4 or watch\$3) adj3 profile\$1! with (schedul\$3 or ((predetermin\$3 or specified) adj period))	US-PGPUB; USPAT; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/11/26 01:25
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? b compsci

[File 2] **INSPEC** 1898-2007/Nov W2

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```
? s viewership(w) profile
    1245   VIEWERSHIP
    925130 PROFILE
S1      0   S VIEWERSHIP(W) PROFILE

? s target????(w)promotion(s)(profile or preference or pattern or behavior)
    1792912 TARGET?????
    135593 PROMOTION
    925130 PROFILE
    180658 PREFERENCE
    1494857 PATTERN
    3108239 BEHAVIOR
S2      0   S TARGET?????(W)PROMOTION(S)(PROFILE OR PREFERENCE OR PATTERN OR BEHAVIOR)

? s (target???? or distribut???) (w) (promotion or ad or advertisement or rebate or coupon
or incentive? or credit or token) (s) (profile or behavior or pattern or activit???) (w) (user
or watcher or listener or viewer or player)
Processing
Processing
    1792912 TARGET?????
    5335121 DISTRIBUT???
    135593 PROMOTION
    381689 AD
    11235 ADVERTISEMENT
    8312 REBATE
    10306 COUPON
    121422 INCENTIVE?
    126006 CREDIT
    53799 TOKEN
    925130 PROFILE
    3108239 BEHAVIOR
    1494857 PATTERN
    4489855 ACTIVIT???
    1204244 USER
        3458 WATCHER
        10018 LISTENER
        28510 VIEWER
        106444 PLAYER
S3      0   S (TARGET???? OR DISTRIBUT???) (W) (PROMOTION OR AD OR ADVERTISEMENT OR
REBATE OR COUPON OR INCENTIVE? OR CREDIT OR TOKEN) (S) (PROFILE OR BEHAVIOR OR PATTERN OR
ACTIVIT???) (W) (USER OR WATCHER OR LISTENER OR VIEWER OR PLAYER)
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